Community Engagement Issues

♦ There is a large, diverse user population and we cannot engage all of them

– Immediate interest shown by groups most directly affected by SEEDS processes

– Have to engage some communities through proxies

– Target key groups

• Scientific

– Researchers, process experimenters, modelers, long-term climate researchers

• Application

– Operational decision makers

• Data service providers/value-added resellers

– Verify and validate data to create products, assimilation

Community Engagement Issues (cont'd)

♦ How to target these groups
  – Scientists (hardest to engage)
    • Going to their meetings with a clear message of the benefits to them
    • Use focus groups (UWGs for example)
    • Pick community leaders to act as proxies
    • Engage HQ Program Managers
  – Applications
    • Use existing fora (OGC)
    • Talk to Ron Birk
  – Data Providers/VARs (easiest to engage)
    • Keep participating in Federation meetings
    • Get involved in other communities such as digital library and grid

Community Engagement Issues (cont'd)

- Three views of community engagement
  - Getting lessons learned (inside and outside NASA)
  - Building a market for your products and services
  - Creating cross-cutting processes that enable research, technology, and applications
- Don't over promise
  - Short-term problems may not be solvable in the short term
- Not all users are equal
  - Don't worry about engaging all communities with one person per community
  - Biggest bang for the buck may be to give a few key players what they need
- Bring something to the table if you want substantive engagement
  - Grant door prize

Conclusions

♦ Whatever you do, don't create barriers to access.

♦ Different user groups will be interested at different times in this process, depending upon whether they feel directly impacted.

♦ Go out to the users, but go out with specific messages and focused questions relevant to them.

♦ Focus on building the framework right now, evolve the engagement as you evolve the framework.